

**CALIFORNIA CHILDREN AND FAMILIES COMMISSION
FIRST 5 CALIFORNIA**

NOVEMBER 2002 COMMISSION MEETING

SACRAMENTO, CA

November 21, 2002

HIGHLIGHTS

1. Call to Order

The monthly meeting of the California Children and Families Commission was called to order by Vice Chair Kim Belshé at 9:15 a.m.

2. Roll Call

Commissioners in attendance: Vice Chair Kim Belshé, Karen Hill-Scott, Elizabeth Rice Grossman, and Lou Vismara.

3. Approval of Minutes – September 19, & October 17, 2002

Approval of minutes from the September 19 & October 17, 2002 Commission meetings were approved.

4. Chairperson's Report

Vice Chair Kim Belshe reported on the following:

• Media Launch for School Readiness Initiative

- Commission staff is currently organizing a large-scale media launch of our School Readiness Initiative for late January.
- The goal of the launch is to begin a larger public dialog about the importance and value of early care and education. The focus will be on demonstrating what the programs are about and what they will achieve.
- Over the course of two days, five to six press conferences will be held in different cities throughout California at actual School Readiness sites.
- Sites, spokespersons, key messages and logistics are still being worked out. Commissioners will be kept apprised of details relating to this press tour as they solidify.
- This media launch will be a first step in the Commission's larger public engagement media strategy and will be closely followed by the launch of a new media campaign next spring.

- **First 5 California's Work with Packard on Universal Preschool**
 - On November 6, Jane Henderson and Vice Chair Belshe met with Lois Salisbury, Director of the Children, Families, and Communities Program of the David and Lucille Packard Foundation, to discuss First 5's and Packard's mutual interest in advancing the goal of "universal preschool"
 - The Packard Foundation is currently engaged in a six-month planning effort to look at ways to help create Universal Preschool in California. The Board will decide in March if it will formally move forward with this agenda, which would also be in partnership with the Pew Charitable Trusts.
 - Also discussed were potential ways to partner in a maximally effective and powerful way, especially around public engagement and advocacy, research (for example, developing a cost model and financing options), and coalition-building.
- **Revenue Forecasting**
 - This week, the Commission made available to each County Commission a Proposition 10 revenue estimate with data through fiscal year 2007/08. The revenue estimates were provided in the form of a power point slide show, unique to each County Commission, which the local commission may utilize to make a presentation to their commissioners and others.
 - The revenue estimates were created utilizing the new revenue forecasting model created in partnership with the Association, and with projected county-by-county birth forecasts as estimated by the State Department of Finance Demographic Unit. Although revenue estimates for Proposition 10 are by nature difficult to predict due to the wide array of variables, most notably unforeseen potential new taxes, this represents a significant first step in the State Commission providing comprehensive, analytically-based revenue projections to the County Commissions.
- **BOE's Calculation of Prop 99 Backfill**
 - The Board of Equalization, which, as you know, collects the tobacco tax revenues for Prop 10 and Prop 99, proposed as a consent item for its November Board meeting, a Prop 99 backfill amount of \$21 million, which is \$4 million less than last year's amount.
- **Annual Fiscal Audit of the State Commission**
 - In accordance with Section 130150 of the Health & Safety Code, the annual fiscal audit for State Commission has been completed. It was conducted by the Department of Finance's Office of State Audits and Evaluation. There were no major material findings. There were five reportable conditions.
 - Copies of the audit are available upon request to the State Commission office.
- **Advisory Committee on Diversity**
 - The Advisory Committee on Diversity is moving from development to implementation for the Principles on Equity. A workgroup is crafting this document that will address various aspects of our work--communications, policy, research and evaluation, the School Readiness initiative and other First

5 programs. The Advisory Committee plans to discuss the draft at its next meeting, which will be scheduled for January 2003.

- A draft of this plan is expected early next year for further discussion.
 - Vice Chair Belshe indicated that she is looking forward to the opportunity to review the Implementation Plan and discuss further how the Commission can better ensure that its programs are appropriately and responsively addressing issues of diversity.
 - Vice Chair Belshe reported that Pat Wheatley, President of the California Children and Families Association, is surveying the County Commissions to determine how many of them have adopted or plan to adopt the Principles on Equity.
 - Two members of the Advisory Committee, Carlene Davis and Whit Hayslip, have agreed to serve on the Statewide Evaluation Oversight Committee. Both individuals possess a wealth of knowledge and experience in working in diverse communities and will undoubtedly provide invaluable input into our large evaluation effort.
- **Karen Hill-Scott's Appointment to Universal Preschool by First 5 Los Angeles**
 - Vice Chair Belshe announced that First 5 California Commissioner, Dr. Karen Hill-Scott, was appointed last week by First 5 Los Angeles to head their local program to provide universal preschool in Los Angeles County.
 - First 5 L.A. approved their \$100 million plan this summer to provide free, full-day preschool to more than 100,000 3- and 4-year-olds.
 - County Supervisor Zev Yaroslavsky was quoted in the LA Times that the program "will be a model for the country, and he can think of no one better to design this program than Karen Hill-Scott, who has long been an innovator in the field of early education."

5. Executive Director's Report

Jane Henderson reported on the following:

- A Transfer of Knowledge Symposium to support and promote quality inclusive child care was held on November 15. The Child Development Policy Advisory Committee coordinated the symposium and CCFC was a funding and planning partner. As testament to the interest in inclusive child care, there were 410 participants and local teams from 51 counties attended. Local teams included family representatives, child care (local planners and/or Resource and Referral entities), early intervention (regional center staff), education (including special education), members of the Advisory Committee on Diversity, and 35 First 5 County Children and Families staff and there was a stated intent to make teams even more complete. One county (Merced) indicated that they were already planning to collaborate with their School Readiness Initiative and to map county resources. Merced has a goal of ten quality child care providers able to take children with special needs.

- CCFC Next steps: CCFC will await analysis of the local teams' action plans and will use this information in the design of the Early Mental Health and Children with Disabilities and Other Special Needs Focus Area programs.
- **Conference in Chicago in December**
 - Universal Preschool Update:
 - A Universal Preschool Conference will be held in December in Chicago, aimed at the State of Illinois and the City of Chicago, both of which have adopted Universal Preschool as a goal. Mayor Richard Daley will present at this conference, which is part of the French/American Study Tour. California is sending a delegation. Dr. Henderson added that the American Federation of Teachers has adopted Universal Preschool as a goal also.
 - In conjunction with San Mateo County and the Packard Foundation, the Commission is working on a March 28, 2003 conference on Universal Preschool. Packard has funded a feasibility study for looking at offering Universal Preschool in California. The goal for the conference is to bring in representatives from New York, Georgia, and other states that have experience, learn from them, and tease out the implications for California.
- **Update: School Readiness Initiative**
 - **School Readiness Program Funding News**
SR Program Matching Funds –Applications were received September 15, 2002: 16 County Commissions applied (36 SR Programs). The CCFC review process took place October 2, 8, 9 in Sacramento. Invited County Commissions and their local partners to participate in collegial review of SR applications at state level review. Teleconferences (every 2-3 weeks with CCFC staff – program, fiscal, evaluation are being conducted to ensure School Readiness Programs have the information they need.

To date, approximately 100 SR Programs are in operation and/or in application process representing 36 County Commissions.

 - The Commission's next Building Blocks newsletter is about to be released, which focuses on Universal Preschool in the context of School Readiness. It will highlight programs in Los Angeles, San Mateo, Alpine, and Santa Cruz.
 - Results from the Public Opinion Survey conducted for the Commission, as well as findings from our media contractor on how to approach School Readiness are nearly ready for circulation.

- Dr. Henderson reported that the Commission continues to be subject to the State hiring freeze and for that reason has been unable to fill as many as 13 vacant positions that are needed to do the work the Commission has taken on.

6. CCAFA Report

Pat Wheatley, President of the California Children and Families Association reported on the following:

- CCAFA is continuing to develop a very positive relationship with the Commission.
- The Association's November 20 meeting was very well attended and included on the agenda was an Informal Child Care Panel comprised of individuals with hands-on experience with reaching out to informal child care providers.
- CCAFA is working closely on the statewide evaluation project with Commission staff. The indicators survey sent to county commissions received 100% response.
- CCAFA is in the process of setting up a regional technical assistance model, dovetailing state dollars with other funding from foundations.
- CCAFA will hold a meeting on December 11, at which models for Universal Preschool will be discussed and information shared about how county commissions have approached it. State Commissioners were invited to attend the meeting.
- The Packard Foundation is funding organization development activities for CCAFA.
- CCAFA is working with county commissioners to maximize diversity of skills and expertise.
- Ms. Wheatley indicated that CCAFA is surveying county commissions to determine how many have adopted the Principles on Equity, but responses are not all in at this time. The final results will be provided when they are available.
- Ms. Wheatley reported that she has enjoyed serving as CCAFA's president over the past year and working with the Commission.
- In response to a question from Vice Chair Kim Belshe, Ms. Wheatley indicated that 35 county commissions are using the "First 5" title.
- Vice Chair Belshe thanked Ms. Wheatley for her leadership at CCAFA this past year, and for the positive working relationship that has been fostered.

7. Consent Calendar

Adaptation of the Kit for New Parents: The Commission will issue a Request for Proposals for adaptation of the Kit for New Parents in additional languages.

First 5 Service Corps: A statewide partnership, First 5 Service Corps, is supported by GO SERV (AmeriCorps), VISTA, Senior Corps, California Community Colleges, California Alliance for Prevention/Child Abuse Prevention Council, California Children and Families Association, and First 5 CCFC. The First 5 Service Corps Initiative is the top priority of the California Children and Families Association to work in partnership with First 5 CCFC, as evidenced by their letter of support. The First 5 CCFC will provide the First 5 Service Corps Initiative with \$350,000 for each of two years (total \$700,000) via the Orange County Commission. These funds will support technical assistance,

evaluation, recruitment efforts, public relations, and administration for the first two years of a four-year initiative. The second year of funding is contingent upon receiving support from a substantial Corporation for National and Community Service Award. The First 5 CCFC voted to approve this item as part of the consent calendar.

School Readiness Program Application Filing Date: The First 5 CCFC voted to delegate the First 5 CCFC Executive Director authority to extend the timeline for the submission of School Readiness Matching Funds applications beyond June 2003, upon request from county commissions. This authority will provide First 5 CCFC staff the ability to respond to individual county commission requests for a time extension for their School Readiness Program application if/when necessary. When the First 5 CCFC approved the School Readiness Initiative in July 2001, the agenda item included a two-year application period ending June 2003. The First 5 CCFC voted to approve this item as part of the consent calendar.

As an introduction to the two Focus Area action items (Informal Child Caregiver Support and Oral Health), Joe Munso laid out a general timeline for discussing the implications of the Focus Areas on other strategies being developed by the Commission, as follows:

- Community-Based Organization Outreach - January 2003
- Media - March-May 2003
- Kit for New Parents - Jan 2004 (There are many suggestions pending, but evaluation of the Kit's effectiveness is not due for a year. In order to preserve the integrity of the evaluation, major changes in the design and/or contents of the Kit are not anticipated.)
- Advocacy - February 2003 at Commission Planning Retreat (Many events and efforts that are underway affect the Commission's advocacy agenda, including the Master Plan for Education, the School Readiness Initiative, and suggestions included in the Focus Area initiative proposals.)
- Research - February 2003 (It was proposed that two commissioners be identified to work with staff.)

8. Informal Child Caregiver Support Focus Area

The State Commission approved \$10 million over four years for the First 5 California Informal Child-Caregiver Support Project that is designed to support services and programs that will lead to improvements in the quality of care of young children in informal care. The State Commission approved the recommended approach to redirect up to \$2,000,000 to an existing contractor to:

1. Conduct focus groups and interviews with informal child-caregivers in School Readiness Initiative communities;
2. Collect, review, and select supplemental educational materials for an educational packet to be used by informal child-caregivers;
3. Produce a program resource guide for County Commissions, School Readiness programs, and other program administrators on effective and promising/best practices for reaching and educating informal child-caregivers; and
4. Provide training to County Commissions, School Readiness programs, and other partners on how to conduct focus groups and best practices from the resource guide.

The remaining \$8,000,000 was approved for implementation activities that may include:

1. Specific distribution strategies for the utilization of the Kit for New Parents by informal child-caregivers;
2. Supplemental materials packet production and distribution; and
3. County Commission demonstration programs in conjunction with the School Readiness Initiative to provide supports to informal child-caregivers.

Staff will return after obtaining information from the initial research activities (focus groups and specifics on supplemental materials), for State Commissioner approval of additional components utilizing the \$8,000,000.

9. Oral Health Focus Area

The State Commission approved the First Five Oral Health Initiative Proposal, which has the goal to significantly reduce the incidence of dental decay in young children. The Initiative proposes to support two major projects:

- 1) Education and Training Project -- \$7 million total for four years, of which a minimum of \$1 million will support the Consumer Oral Health Program.
 - a) Dental and medical provider education and training program
 - b) Consumer Oral Health Program
- 2) Insurance-based Demonstration Project -- \$3 million total for three years.

The Commission did discuss the need to strengthen the proposal to ensure that the oral health needs of children with disabilities are appropriately addressed.

10. Media Campaign

Staff and the State Commission's media contractor, GMMB, provided an overview of recent research and recommended a strategic direction for the next phase of the media campaign.

Relevant survey findings:

1. There is considerable support for and understanding of the importance of the early years, but little demand for the state to do more.
2. People strongly believe that what First 5 calls "school readiness" pays dividends.
3. People see the early years as primarily the responsibility of parents.
4. The perceived shortcomings of the California K-12 system do not interfere with most people's support for an increased state role in the first five years of life. In fact, improving K-12 performance is the strongest argument for such an effort.
5. If properly framed, there is a great deal of support for the notion of universally available organized education before the age of five.
6. Spanish-speaking Latinos are generally more supportive of early learning programs than most other groups, but express even less demand than do others.

Creative Imperatives:

1. We must create awareness of the problems caused by insufficient attention to the early years.
2. We must portray “school readiness” as a means to an end, not an end in and of itself.
3. We must continue our efforts at parental education.
4. We must explicitly make the case that all children would benefit from a greater state role in early education – not just lower income children.
5. We must break the constantly reinforced impression that “education” starts at the age of five.

Initial Creative Objectives:

- a. Define and create awareness of the problem of insufficient attention to the first 5 years of life,
- b. Explicitly challenge the conception that formal education begins at five, and
- c. Begin to communicate that the responsibility for early learning cannot rest solely with parents.

11. Community-Based Organization (CBO) Update

The CBO program was designed in order to:

- Connect with audiences who are not reached by First 5 California’s paid or earned media campaigns
- Provide highly personalized interaction through an emphasis on one-to-one outreach activities
- Connect parents and caregivers with in-language materials and local resources
- Improve public awareness of early childhood development at a grassroots level

The CBO Program allows First 5 California to partner with CBOs that:

- Know audiences’ language
- Know audiences’ culture
- Have an understanding of the services available in remote regions
- Have earned the trust of the audiences
- Have a track record of providing services and information of value

First 5 California provided funding (\$12 million) for the program, with \$600,000 set aside as a gap fund. A regional allocation structure was established in order to ensure that local knowledge of each community drives decision making and to allow for cross-county outreach within each region. A Task Force developed program structure and Regional Committees made funding decisions. First 5 California’s media contractor, Rogers & Associates, made grant payments and administers program.

Results to date:

- Received 360 grant applications totaling more than \$54 million
- Convened and facilitated 10 two-day Regional Review and Selection Panels

- First 5 California's CBO Program, referred to as the ***First 5 California Community Action Network***, is now operating throughout California
- Awarded more than \$11.2 million in grants
- Completed contracts with 151 CBOs
- CBOs reaching (at a minimum) 1.6+ million parents and caregivers
- CBOs conducting outreach in approximately 38 languages

Funded CBOs include:

- Faith-based organizations
- Refugee and immigration advocates
- Migrant/farmworker groups
- Family Resource Centers
- Child care resource and referral agencies
- Special needs
- Educational organizations
- Family services
- Libraries
- Health and Human Services
- Mental health organizations
- Child development centers
- Children and youth services
- Advocacy groups

Next Steps:

- Analyze data to determine populations not reached through current outreach efforts will be reported at January State Commission meeting
- Determine which organizations will be invited to apply
- Determine focus and scope of RFP
- Issue RFP in early 2003
- Conduct review and selection

12. Statewide Evaluation Update Highlights

The following items were presented to the commission as an update on current evaluation and research activities at the state level:

- Statewide data collection and evaluation of Proposition 10 Funded Programs being conducted by SRI International.
 - Indicator Survey: We received a 100% response rate from the counties, have tabulated the responses and are currently analyzing the information in order to guide the final recommendations for a set of "core" indicators.
 - School Readiness Pilot: The pilot study focuses on kindergarten children and families and will look at the content and process of a parent interview and a developmental assessment
 - Data Confidentiality Workshops: November at 3 locations

- Annual Report: SRI will complete the annual report to the Governor and Legislature. The final draft will be brought to the Commission in January.
- Comparison, Cost-Benefit, and Sustainability Studies: Recommendations will be brought to the Commission in January or February.
- Proposition 10 Evaluation Data System (PEDS): This web-based system will be piloted in December with volunteer counties and available to all counties by January 1, 2003. .

➤ **Current Research Projects**

- Public Opinion Survey on Child Care and Early Childhood Education
- Training and Retaining Early Care and Education
- Kit for New Parents
- Research Agenda

13. Kit for New Parents Project

The Commission members expressed enthusiasm for continuation of the Kit for New Parents Project, and had various questions and comments regarding both the current Kit production and the cost and formula for determining the number and types of Kits to be produced in the future. Formal action on the item will be taken at the January 2003 meeting.

14. Technical Assistance for School Readiness

The Interim Technical Assistance for School Readiness will continue First 5 CCFC's support for technical assistance, training, and collaboration for all School Readiness Programs statewide. This technical assistance/training effort is strongly supported by CCAFA as evidenced by the letters included in this request. First 5 CCFC is being asked to provide funding to UCLA/Center for Healthier Children, Families and Communities (CHCFC) to extend their current Interagency Agreement for nine (9) months at the level of \$675,000, through October 2003. Discussion Item.

15. Adjournment -- The meeting was adjourned at 2:30 p.m.